

VIRGINIA SLIMS CIGARETTES

will appear in News America Inserts

on Sunday, October 9, 1994.

Don't be caught short...

Order, stock and display extra cases

during this promotion!

2071421847

VIRGINIA SLIMS

Book of Days '95

**With coupon deals on
everything from cosmetics
to car care, it's the best
combination since
brains and beauty.**



FREE
with 15 pack UPCs

TO ORDER: Fill out this form completely, enclose 15 Virginia Slims pack UPCs, plus \$2.00 check or money order [no cash] payable to Virginia Slims for shipping and handling. Mail in an envelope to Virginia Slims Book of Days, P.O. Box 8026, Dover, DE 19903-8026.

Mr. Mrs. Name _____
 Mr. Address _____ Apt. _____

City _____ State _____ ZIP _____

Phone Number () _____

VOID

Regular Brand Smoked _____

By participating in this offer and signing below, I certify that I am at least 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail subject to state and federal law.

Signature X _____ Birth Date _____

(required) (required)

Offer good until 2/28/95. Limit one order per person. Offer limited to smokers 21 years of age or older. Offer good in USA only. See where prohibited. Void to employees of Philip Morris and its advertising agencies. Postage not necessarily according to the weight or class of envelope. Please check with post office to ensure you've affixed proper postage. Please allow 10 to 12 weeks for delivery.

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8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

VIRGINIA SLIMS CIGARETTES

MARKET	NEWSPAPER	CIRC (000)	MARKET	NEWSPAPER	CIRC (000)
NEW YORK 1H0 TRENTON, NJ	TIMES	96	JACKSON 3E0	CLARION LEDGER	131
		Region Total: 96	JACKSON, MS	STAR	22
PHILADELPHIA 110 READING, PA	EAGLE	111	MERIDIAN, MS	AMERICAN	30
ALLENSTOWN, PA	MORNING CALL	190	HATTIESBURG, MS	NEWS-STAR	48
EASTON, PA	EXPRESS TIMES	50			Region Total: 231
PHILADELPHIA, PA	INQUIRER	948	MIDLAND 300	STANDARD-TIMES	40
CAMDEN, NJ	COURIER POST	101	SAN ANGELO, TX	REPORTER-NEWS	55
DOYLESTOWN, PA	INTELLIGENCER	51	ABILENE, TX	TIMES RECORD NEWS	49
LEVITTOWN, PA	BUCKS COUNTY COURIER TIMES	78	WICHITA FALLS, TX	AVALANCHE-JOURNAL	79
WILLINGBORO, NJ	BURLINGTON COUNTY TIMES	48	LUBBOCK, TX	REPORTER-TELEGRAM	28
WEST CHESTER, PA	LOCAL NEWS	34	MIDLAND, TX	AMERICAN	34
COATESVILLE, PA	RECORD	6	ODESSA, TX		Region Total: 285
PHOENIXVILLE, PA	PHOENIX	5			
ATLANTIC CITY, NJ	PRESS	99	ALBUQUERQUE 3P0	TIMES	103
NORRISTOWN, PA	TIMES HERALD	27	EL PASO, TX	JOURNAL TRIBUNE	169
POTTSSTOWN, PA	MERCURY	30	ALBUQUERQUE, NM	NEW MEXICAN	26
WOODBURY, NJ	GLoucester COUNTY TIMES	27	SANTA FE, NM		Region Total: 298
CHESTER, PA	DELAWARE COUNTY TIMES	51			
WILMINGTON, DE	NEWS JOURNAL	150	COLUMBUS 4C0	NEWS	43
DOVER, DE	DELAWARE STATE NEWS	39	PARKERSBURG, WV	MARTIN'S FERRY TIMES LEADER	23
		Region Total: 2045	BELMONT, OH	DISPATCH	405
			COLUMBUS, OH		Region Total: 471
KNOXVILLE 2H0 BRISTOL, VA	HERALD-COURIER/VA-TENNESSEAN	47	CINCINNATI 4D0	ENQUIRER	358
KINGSPORT, TN	TIMES-NEWS	49	CINCINNATI, OH	JOURNAL-NEWS	28
JOHNSON CITY, TN	PRESS	36	HAMILTON, OH	NEWS	226
KNOXVILLE, TN	NEWS-SENTINEL	185	DAYTON, OH	NEWS-SUN	46
MORRISTOWN, TN	CITIZEN TRIBUNE	25	SPRINGFIELD, OH		Region Total: 658
CHATTANOOGA, TN	NEWS-FREE PRESS	114			
		Region Total: 456	CHICAGO 4L0	TRIBUNE	1111
			CHICAGO, IL	SUN TIMES	517
ATLANTA 2J0 ATLANTA, GA	JOURNAL-CONSTITUTION	724	CHICAGO, IL	BEACON-NEWS	43
ATHENS, GA	BANNER-HERALD/NEWS	35	AURORA, IL	COURIER-NEWS	30
GAINESVILLE, GA	TIMES	28	ELGIN, IL	HERALD-NEWS	50
		Region Total: 787	JOLIET, IL	NEWS-SUN	42
			WAUKEGAN, IL	JOURNAL	5
BIRMINGHAM 2K0 BIRMINGHAM, AL	NEWS	210	WHEATON, IL	SUN	19
HUNTSVILLE, AL	TIMES	85	NAVERVILLE, IL	DAILY HERALD	120
		Region Total: 295	ARLINGTON HEIGHTS, IL	NORTHWEST HERALD	31
SAVANNAH 2L0 MACON, GA	TELEGRAPH	106	CRYSTAL LAKE, IL	SOUTHTOWN ECONOMIST	62
COLUMBUS, GA	LEDGER-ENQUIRER	68	ORLAND PARK, IL	POST-TRIBUNE	84
MILLEDGEVILLE, GA	UNION-RECORDER	9	GARY, IN	TIMES	76
AUGUSTA, GA	CHRONICLE-HERALD	103	HAMMOND, IN		Region Total: 2190
SAVANNAH, GA	NEWS	83			
		Region Total: 369	SAN DIEGO 5M0	PRESS-ENTERPRISE	172
MIAMI 2Q0 MIAMI, FL	HERALD	533	PALM SPRINGS, CA	DESERT SUN	55
FORT LAUDERDALE, FL	SUN-SENTINEL	383	SAN DIEGO, CA	UNION-TRIBUNE	454
		Region Total: 916	ESCONDIDO, CA	TIMES ADVOCATE	42
MEMPHIS 3D0 MEMPHIS, TN	COMMERCIAL APPEAL	285	OCEANSIDE, CA	BLADE-CITIZEN	53
JACKSON, TN	SUN	45	TEMECULA, CA	CALIFORNIAN	12
					Region Total: 788

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Retailers! For more information about this promotion call (800) 666-COUP
News America **1211 Avenue of the Americas** **New York, NY 10036** **(212) 782-8000**